





Order / Rev: 201636  
 Alt Order #: 06844889  
 Flight Dates: 10/30/12 - 11/06/12

Advertiser: POL/Priorities USA Action  
 Product Desc: 10/30-11/6 PRIORITIES USA  
 Estimate: 1567  
**WAVY**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	WAVY	10/31/12	10/31/12	Today Show 3 Today Show 3	CM	10a-11a	--W----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$400.00		0.00						
E 15	WAVY	11/02/12	11/02/12	Today Show 3 Today Show 3	CM	10a-11a	----F--	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$400.00		0.00						
E 16	WAVY	11/05/12	11/05/12	Today Show 3 Today Show 3	CM	10a-11a	M-----	:30	1	\$400.00	P1	0.00	NM	1	\$400.00
TODAY SHOW 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$400.00		0.00						
E 17	WAVY	10/30/12	10/30/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$200.00		0.00						
E 18	WAVY	11/01/12	11/01/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	---T---	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$200.00		0.00						
E 19	WAVY	11/05/12	11/05/12	Hampton Roads Show Hampton Roads Show	CM	11a-12p	M-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
HAMPTON ROADS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$200.00		0.00						
E 20	WAVY	10/31/12	10/31/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	--W----	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$300.00		0.00						
E 21	WAVY	11/02/12	11/02/12	WAVY News 10 @ Noon News 10 @ Noon	CM	12p-1p	----F--	:30	1	\$300.00	P1	0.00	NM	1	\$300.00
NOON NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	----F--	1		\$300.00		0.00						
E 22	WAVY	11/01/12	11/01/12	Days of Our Lives Days of Our Lives	CM	1p-2p	---T---	:30	1	\$350.00	P2	0.00	NM	1	\$350.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$350.00		0.00						
E 23	WAVY	10/30/12	10/30/12	M-F 2-3p The Doctors	CM	2-3p	-T-----	:30	1	\$200.00	P2	0.00	NM	1	\$200.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$200.00		0.00						
E 24	WAVY	11/01/12	11/01/12	M-F 4-5p M-F 4-5p	CM	4p-5p	---T---	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---T---	1		\$450.00		0.00						
E 25	WAVY	11/05/12	11/05/12	M-F 4-5p M-F 4-5p	CM	4p-5p	M-----	:30	1	\$450.00	P2	0.00	NM	1	\$450.00
ANDERSON COOPER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$450.00		0.00						
E 26	WAVY	10/30/12	10/30/12		CM	5p-530p	-T-----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00

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 Estimate: 1567

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
WAVY News 10 @5p News 10 @5p														
5PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----				1	\$1,500.00		0.00			
E 27	WAVY	10/31/12	10/31/12	WAVY News 10 @530p News 10 @530p	CM	530p-6p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
530PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$1,500.00		0.00			
E 28	WAVY	11/01/12	11/01/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p ---T---	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$1,800.00		0.00			
E 29	WAVY	11/05/12	11/05/12	WAVY News 10 @6p News 10 @6p	CM	6p-630p M-----	:30	1	\$1,800.00	P1	0.00	NM	1	\$1,800.00
6PM NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$1,800.00		0.00			
E 30	WAVY	10/31/12	10/31/12	M-F 7-730p M-F 7-730p	CM	7-730p --W----	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
ENTERTAINMENT TONIGHT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$1,500.00		0.00			
E 31	WAVY	11/01/12	11/01/12	M-F 730-8p M-F 730-8p	CM	730-8p ---T---	:30	1	\$1,500.00	P1	0.00	NM	1	\$1,500.00
THE INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$1,500.00		0.00			
E 32	WAVY	10/30/12	10/30/12	LN M-F M-F News 10 @11	CM	11p-1130p -T-----	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----				1	\$2,000.00		0.00			
E 33	WAVY	11/01/12	11/01/12	LN M-F M-F News 10 @11	CM	11p-1130p ---T---	:30	1	\$2,000.00	P1	0.00	NM	1	\$2,000.00
LATE NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	---T---				1	\$2,000.00		0.00			
E 34	WAVY	10/31/12	10/31/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a --W----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	--W----				1	\$500.00		0.00			
E 35	WAVY	11/05/12	11/05/12	Tonight Show/Jay Leno Tonight Show w/Leno	CM	1134p-1237a M-----	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
THE TONIGHT SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 11/05/12		11/05/12	11/11/12	M-----				1	\$500.00		0.00			
E 36	WAVY	10/30/12	10/30/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a -T-----	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	-T-----				1	\$150.00		0.00			
E 37	WAVY	11/02/12	11/02/12	Late Night/Jimmy Fallon Late Night w/Jimmy Fallon	CM	1237a-136a ----F--	:30	1	\$150.00	P1	0.00	NM	1	\$150.00
JIMMY FALLON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/29/12		10/29/12	11/04/12	----F--				1	\$150.00		0.00			
E 38	WAVY	10/31/12	10/31/12		CM	430-5a --W----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00

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 Estimate: 1567

WAVY

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				WAVY Early Today New T											
				WAVY Early Today M-TH											
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	--W----	1		\$200.00		0.00						
E 39	WAVY	10/30/12	10/30/12	WAVY Early Today New T	CM	430-5a	-T-----	:30	1	\$200.00	P1	0.00	NM	1	\$200.00
				WAVY Early Today M-TH											
EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-T-----	1		\$200.00		0.00						
E 40	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 6a	CM	6a-7a	-----S-	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sa 6a											
SATURDAY EARLY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
E 41	WAVY	11/03/12	11/03/12	WAVY News 10 Sa 7a	CM	7a-8a	-----S-	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sa 7a											
SATURDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$800.00		0.00						
E 43	WAVY	11/03/12	11/03/12	Sa 7-8p	CM	7p-8p	-----S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				Sa 7-8p											
ENTERTAINMENT THIS WEEK															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$300.00		0.00						
E 44	WAVY	11/04/12	11/04/12	WAVY News 10 Sunday	GM	7a-8a	-----S	:30	1	\$800.00	P1	0.00	NM	1	\$800.00
				WAVY News 10 Sunday 7a											
SUNDAY AM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$800.00		0.00						
E 45	WAVY	11/04/12	11/04/12	WAVY News 10 Sun 6p	CM	6p-7p	-----S	:30	1	\$500.00	P1	0.00	NM	1	\$500.00
				WAVY News 10 Sun 6p											
SUNDAY 6PM NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$500.00		0.00						
N 46	WAVY	11/03/12	11/03/12	Notre Dame Football	CM	Notre Dame Football	-----S-	:30	1	\$500.00	P3	0.00	NM	1	\$500.00
				Notre Dame Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
													Totals	45	\$37,350.00